



Ray Edwards Show, Episode 386

Interview with Chris Hogan

- Speaker 1: [00:01](#) Ray Edwards show, episode 386 the interview with Chris Hogan.
- Speaker 2: [00:12](#) This is the podcast for prosperity with purpose. It's another son, also my fellow players. We'll be back. I promise you they will be back soon. But until then, it's just me and Chris Hogan and few tips, tricks, tactics, and tools starting with
- Speaker 1: [00:29](#) this one now. Simple hacks that make live cheaper, easier and faster. Rays tip of the week. Hey, if you heard last week's show, you know all about recurring revenue, the subscription economy, how to make money every month automatically. That's what Stu McLaren specializes in in his workshop that happens once a year is happening right now and it's free online, so go to rayedwards.com/tribe and get in on Stu McLaren's free workshop about the recurring revolution, how you can make money every month automatically. I know it sounds crazy. It sounds cheesy, but it's true. Go to [inaudible] dot com slash tribe and find out all about it and get into the free workshop. It only happens once a year and you're about to miss it. Hurry. Does anyone want to live a life that is long and prosperous? Spiritual Foundation, often I see posted on Facebook can elsewhere please. We post the 10 commandments in schools and warehouses and so forth, and it just occurred to me, what if we posted the eight beatitudes from Matthew instead?
- Speaker 1: [01:27](#) What if we had signs everywhere that said things like this? Blessed are the poor in spirit, for theirs is the Kingdom of Heaven. Blessed are those who mourn for they will be comforted. Blessed are the meek, for they will inherit the earth. Plus it are those who hunger and thirst for righteousness, for they will be filled. Plus it are the merciful. For they will be shown mercy plus it of the pure in heart, for they will see God blessed it are the Peacemakers, for they will be called the children of God and bless it or those who are persecuted because of righteousness. For theirs is the Kingdom of Heaven. I think the world might be a better place. What do you think? And now how our feature presentation, so my guest

today is Chris Hogan. Chris is a number one national bestselling author. He's a speaker, a financial expert. He's been working with Dave Ramsey for quite some time now, spreading a message of hope to audiences across the country and across the globe. He is an author and speaker Xtrordinair and he's got a brand new book out and I can't wait to talk to him about that and whatever else is on your mind, sir. Welcome to the show.

- Speaker 3: [02:30](#) Well, thank you very, very much. It's a pleasure to be with you.
- Speaker 1: [02:32](#) So give us, if you don't mind, just give us kind of the two minute Chris Hogan Story. How did you get to be so successful?
- Speaker 3: [02:42](#) Well, I can tell you, you know, any success I have as a result of other people really pouring into me and guiding me. Um, I've, I've, um, been been blessed throughout my life to have individuals that saw more in me than I saw for myself. And that goes back to grade school teachers, family coaches, things of that nature. But, uh, I've had an incredible opportunity to be around some very successful people, uh, some fantastic mentors. Uh, some great friends and some fantastic examples as well. So, um, I am fortunate to be able to, uh, try to help as many people as I can because I feel like I was helped.
- Speaker 4: [03:20](#) Well, it's so refreshing to hear that because we're in an age where a lot of people want to talk about how hard they work, about how much they hustle, about how they're self made success stories. And I don't think that's true for anybody. Even the people who say it is they, they've had help along the way and it's so refreshing to hear you be gracious enough to acknowledge that.
- Speaker 3: [03:42](#) Well, I appreciate that. Yeah. I, you know, I, there's definitely something to be said for hard work and sacrifice, but yeah, anytime you think that nobody ate Jew along the way, uh, I think I would cope that delusional because we've all been supported. Um, and that goes to sue, great close friends, uh, family members, business associates. And so, you know, that attitude of gratitude paves the way for some, some definite progress.
- Speaker 4: [04:08](#) Yeah. And it's hard for a lot of people in my experience. I mean, it was hard for me to reach a point where I was willing to ask for help. I mean there's a certain amount of humility where you have to be able to say to somebody, I don't know what the best course is. How did you come to be able to do that so readily?

- Speaker 3: [04:25](#) I, I couldn't agree with you more. And I think in our culture today, people want to assume that if you ask for help, that that's a sign of weakness. Um, and I, I wholeheartedly disagree. It is important for us to get guidance, uh, talking to a really good friend, uh, the other day and just talking some things out. When we sometimes get it just out of our head and off of our heart, out with others, we get an opportunity to hear it in a different way. And then you able to go back through and understand what you've walked through, your frame of reference and you know, you can go back to what you know, uh, because I, I thank you, I appreciate you saying that. So anybody that's listening to your show, if you're struggling in an area of finance or, or relationship or parenting or whatever, please don't hesitate to go talk to someone that can give you some wisdom and guidance.
- Speaker 4: [05:14](#) Well, it's absolutely imperative. And I had an experience recently where I'm part of a mastermind group and there's a lot of high powered individuals in this group. I'm the least high powered guy in the group, which is how I engineered it. I think I worked that part out well because your peer group lifts you up, right? There's a gentleman in this group who is widely respected and he is recognized as an authority in his field of, of business. And he came to the, to our group meeting with kind of hat in hand saying, guys, I'm lost. I need some help. And rather than thinking of him as weak, I could sense the respect from all the people in the group rose another level because he was so willing to take that posture.
- Speaker 3: [05:58](#) Dad is fantastic. And what it shows you is that anybody that's reached any kind of level of success, self awareness is huge. Um, and I, you know, I, I as a young boy in Kentucky, you know, I used to pretend that I was an NFL player or pretend I was a basketball player. Pretending is okay for children. Uh, you start to become an adult and you lean too much on pretending instead of digging into the, the issues or the challenges that you face because we all face challenges. Uh, but it's the mindset around it. And so you're right, that is a sign of strength, you know, to get guidance to talk about those options and to figure out what's going on so you can get clarification. And the in protecting your inner circle is so important. Uh, I want people to be aware of that, that you need some good people around you, people with positive attitudes, people that believe in you, but people that are also shoot you straight and guide you and protect that inner circle with all your mind because those are the people that can really impact your life.
- Speaker 4: [06:53](#) That is absolutely true. So how did you go from being a young man in Kentucky dreaming about things,

pretending to where you are now? And how does it tell us about your new book?

- Speaker 3: [07:06](#) Well, I mean, I think my journey is the result of, like I said, the fantastic teachers around me. Um, and I'm, I can go all the way back to first grade, you know, Jane Barrows, Mrs Raiders, Ms Mertz, Mrs. Reeves, Mrs. Bowers. I mean, I can go all the way from first all the way up. Uh, but then my family, my family, we were tight. I mean, we're a very tight, close knit competitive group of people. Uh, Mama Hogan has been fantastic raising me as a single mom and my brother and I, but, uh, always instilling in us the concept of we can, you know, hard work pays off. We can. And so moving then that path and into the financial world, uh, I care about people, I want people to reach their potential. I feel like I was poured into by other people in guidance. So that's what I try to do with this financial world.
- Speaker 3: [07:51](#) Haven't done a lot of financial dumb things in my past. Uh, but getting that clarification and understanding the steps we need to take. And so this book project, I did my first book, retired inspired in 2016 that was my goal of helping America to understand we need to have a wake up call. You know, when it comes to retirement, the government is not going to take care of you. So that was the angle there. But then I wanted to know, can you build wealth in America today? Like I would hear people say, the American dream has been gone. It's not possible for the little man to get ahead. And so this book project was a, an attempt I wanted to get to the truth for once and for all to let people know, can you build wealth in America?
- Speaker 4: [08:30](#) And the answer is,
- Speaker 3: [08:32](#) well, I have to do in the largest survey and research study that's ever been done on millionaires talked to over 10,000 of them all across the country. We found out without a doubt that it is possible to build wealth in America today. The American dream is not dead or matter of fact, it's alive and available to people that are willing to grab it. But it will take effort. It will take being intentional and it'll take some focus.
- Speaker 4: [08:53](#) Come on. I love, I love hearing this and it's good to know that it's still possible. I'm curious, how do you define millionaire? What's your definition of a millionaire?
- Speaker 3: [09:01](#) Thank you. So for me, military, you gotta look, you gotta look at it and understand, all right, so it's not somebody making \$1 million a year. Okay? That first and foremost going to get rid of that because a lot of people believe that in my mind it is what you own minus what you owe.

So what's you own? That is your 401ks or forward three beads to Roth Iras, your house, uh, your bank accounts, all the stuff you have. Add that up, subtract out anything you have debt. If that end number is \$1 million or more than congratulations, you're an everyday millionaire. Now, a lot of people, they try to figure this out and ray and try to know what direction it takes. So I put a free tool on my website, Chris Hogan, three sixty.com there's a free net worth calculator on there to help people get started.

Speaker 4: [09:45](#) This is so important because I, I run in a circle of people who are all about entrepreneurial-ism in business and a lot of the people I work with teach other people how to make money. And then in that sphere there's a lot of good, solid ethical, heart-based, spiritually centered teachers and there's a lot of people who are not so ethical and they're kind of tricky in their language and they want to talk about being a millionaire. And my question is always, I'm so glad you gave your definition because my question is always so you have \$1 million net worth or more, right? When you say you're a millionaire, and often that question, we'll throw them off. So it's good to have a clear definition of that because

Speaker 3: [10:17](#) it's simple. You know who you're listening to, who you guys were, who's teaching you. Yeah, it is. And for me, this book was designed to really, not only dig into the research and bust up some of the myths around being a millionaire, but to also share the statistics and the data that we found, but to also toba stories. The stories inside the book, uh, are amazing to me. These are people that had some serious challenges, people that overcame some obstacles. Uh, and so I'm excited for people to read their stories because I think we tend to connect more with stories than we can't just stat, uh, identified with somebody that's walked through some stuff or been through some stuff. And you can kind of see yourself in that scenario and start to believe, well, if they can do it, I can too.

Speaker 4: [11:02](#) Yes. Yes. Why is it, do you think there's so many wealthy people have a story of overcoming a huge obstacle that stops most other people cold?

Speaker 3: [11:12](#) Well, I think obstacles are the proving point. And in my opinion, it's the proving ground for people that are serious versus people that are just interested. And I think we all deal with stuff. We all overcome challenges. A lot of times we forget about them and some people have bigger challenges than others. Uh, but we all battle against some stuff. I think it's a matter of the people that refuse to be held back, the people that are connected to their why. You know, Simon Sinek book start with why

that book is phenomenal. Uh, but really digging down into side of your own heart and figuring out what's the thing that motivates you. What's that thing that gets you out of bed and that, and when you see that clear enough, you refuse to be denied. You know, and that obstacle that will pop up. And I tell people they're coming, okay, they, they pop up, they're waiting and they want to find out if you're serious or not. And so if a little obstacle pops up and you stopped or you give up because things got a little tough and then what was on the other side, you weren't that committed to to begin with because someone that's committed and I mean navy seal type committed, you will go over under or through an obstacle to get to your destination.

Speaker 4: [12:16](#) Now, Navy seals are committed there. There was a really smart guy once who said, in this world you're going to have trouble so we can count on that. You're right, they're coming, but I'm curious what you think about why is it some people you can have the same obstacle presented of two different people and one person will go over it under it, through it, will dance with it on the way, and another person will just fold up and heading the other direction and go hide. Why?

Speaker 3: [12:41](#) Oh, I, I think that's the human nature. That's human spirit. I think typically if you look at the person that went over under it or through it, they've got a few things inside themselves. They've got three things for sure. I know they've got belief in themselves and belief in what they're, what they're battling for. They've got some knowledge. They'd been through some stuff before so they're able to recall that and look at it and, and remember what they did well at the last time and maybe what they didn't do so well, but they also have some proof, meaning that they've done some things before. They've seen this movie before. As I like to say, I know how this movie ends. And so what you have to do is be committed. And I think the fourth thing they have, they've got support. I don't know, we talked about this earlier. Anybody that's had any level of success, they've got a friend, they got a group of good friends. I guarantee you they have a mentor. I guarantee you they have a coach and they have a cheerleader in their life. They have those four people in their lives and, and I think those are crucial people to make sure you have in place for yourself no matter what you do or where you are.

Speaker 4: [13:43](#) Wow. That's so good. What's one of your favorite stories from the book?

Speaker 3: [13:48](#) Oh, I love this story of Thomas. You know, me being from a small Kentucky town and being raised by a single mom, Thomas' scenario was, was a little bit different. He had a

very rough childhood. His Dad was an alcoholic. His mom had some mental health issues. And so because of that dysfunctional family, he ended up spending time in three or four different foster homes growing up. But despite that rough childhood and upbringing, he still joined the armed forces, searched country, came back, pursued his degree, uh, went on to pursue a another higher level of degree and ended up going into education. And his heart was, he wanted to help other young people think and believe in themselves no matter what they came from. And he ended up with a net worth of over two point \$7 million. So, you know, I love overcomers, you know, I love the underdogs. I love people that prevail when other people say the camps, uh, that, that motivates me. It gets me excited.

- Speaker 4: [14:47](#) Well, I do too. I think we all do. There's a, I don't know if you watched the Lord of the rings movies, but there's a, there's a moment where Frodo is holding out hope that Gollum can be turned around and can recover from what he, the temptation to evil. He fell into in his, his friend Sam says, why do you keep believing for this guy? And Frodo said, I have to cause I have to believe I can do it. I think that's why we love those stories.
- Speaker 3: [15:12](#) Well, I agree. I mean I love that. I forgot about that part of the movie. But yeah, we all, we need hope. You know, it's so easy to look around and find negatives. It's so easy to run into somebody willing to tell you what you can or can't do. And I remember back in grade school when going on field trips, we had to get these permission slips signed and if you didn't get the permissive sign, you couldn't go. I mean, you were just going to stay at school. Everybody else was going and I was thinking about that. I was, I was writing this book that I think as adults, we still feel like we need somebody to sign a permission slip. And as adults we get to sign it. You know, we live in the greatest country on this planet where you can have a thought and you can start a business the next day. Uh, we don't have to wait on anybody. So I want people to start to dream bigger, think bigger, but also be willing to work hard and do what's necessary.
- Speaker 4: [15:59](#) What's one of the biggest myths you've talked about myth that you discovered in this study. What's one of the biggest myths you found?
- Speaker 3: [16:05](#) Well, the biggest one is people believe that wealthy people inherited all their money. You know, and, and I gotta be honest, I thought this too. I mean, growing up in Kentucky, arts figured if somebody had money, then that means a mom and dad just handed it to him. They didn't do anything to earn it. It was just a gift. Well, the truth is, I've been talking to over 10,000 millionaires, 79% of

these millionaires didn't inherit one guy, not one dime. Wow. These are all people that are first generation wealth builders. Uh, so we need to get rid of that myth. And here's why. If you think, oh, wealthy people had it handed to him and your family doesn't have money to hand to you, then you therefore thank you. Can't become wealthy yourself. And so I, I want people to know the truth about this so we can start to think different. Now, I also want to be clear on this. Uh, these people, the millionaires that I talked to, they all have the hearts of giving, uh, over 70% of them set aside dollar amount each month to be able to give. So their hearts are in the right place. And so it's not just about a fancy car or a big house or all this stuff. These are people that are very intentional and on impacting their communities.

Speaker 4: [17:08](#) You bring up a good point. What would you say to someone who has been raised or believes has this belief system that being wealthy means you've done something wrong? That it's, that it's bad to be wealthy, that you somehow cheated people.

Speaker 3: [17:19](#) Yeah, I, you know what? I think you, you can have good and bad on any side, but for someone to say that, hey, if you work hard and when you've done a bad thing, like we don't do that in sports. If a sports team wins the game and you look up at the scoreboard and the score was 32 to 14 the team that had 32 one that means they did some things. They ran the right place, they had success. We celebrate that. That's why we call them fans. Fans are short for fanatic, right? You're excited when your team wins. So I don't have an issue with somebody that wins in business or someone that wins in their personal lives. And so anybody that says that building wealth as an evil thing, I think I'd say, well, you need to look at it and really understand at the end of the day, money's a tool, right? It allows us to do some things to be able to help charities and causes that we believe in. So I would just push back against them and help them to educate themselves to understand we wouldn't call the team with a bigger score in sports, so it loser. So why in the world would you do that? Financially?

Speaker 4: [18:17](#) That is a very good point. So if people are thinking about purchasing your book, what will they, what will it do for me if I'm going to get this book everyday millionaires, what can I expect to get from it?

Speaker 3: [18:29](#) Well, I think you know, you, if you pick this book up, you're going to expect to get a few things are, you're going to be a part of reading the largest research study that's ever been done on millionaires. I mean, we have over 11 million of them across a United States right now. So we talked to 10,000 of it is the largest study, but

you're also going to get some insight into some facts. Um, I dig into attributes that, that, that, that these millionaires all had in common and everybody can decide today or after they read the book to start to apply those in their lives. Um, I want people believing in what's possible. So you're going to get the stories, you're going to get the stats and you're going to really start to see the truth, uh, about that. Anybody, no matter where you were born, no matter where you come from or any of those things, you have an opportunity to make a decision for yourself. And that's what I want people to do.

- Speaker 4: [19:16](#) Well. And I'm so excited about this book because there's a number of books in different areas, fields of knowledge that are, had been released recently that are based on big research studies. And I think this is just one of the great things about the age we live and we have so much access to data and we can really look at facts and figure out, well what's true. I've heard hype and I've heard stories from different people, but you can figure out what's true and what you've done is you've dug into, in my mind, you've dug into what makes someone become a millionaire. What are the characteristics they have, what are the behaviors they engage in and how can anybody emulate those behaviors and characteristics? And I just think this is a treasure that you've offered to the world for, let's see, on Amazon, it's \$14 99 cents on my prime account. That's, that's a bargain. That's the bargain to the decade right there.
- Speaker 3: [20:02](#) Well, I appreciate it. I do. I want more people making decisions for themselves. You know, you're right. We have a lot of information at our fingertips these days. All right? We need to be aware of what it is we're believing. And I think if you believe that you can do some things and you start looking at it differently and, and, and working to put yourself in a position to be successful, you can do it. And that's my mindset around it. This book is based on consistency, intentionality, and really believing in yourself. So I'm excited for people to read it and I'm excited to hear people deciding what they're going to pursue for themselves.
- Speaker 4: [20:33](#) Man, I'm, I'm so excited about what you're doing and what you're bringing to the world. So how can people connect with you if they, if they've heard this interview and they're like, this Chris Hogan Dude has got it going on. How do I, how do I hook up with him?
- Speaker 3: [20:43](#) Well, you can, you can connect with all things. Me, a Chris Hogan, three sixty.com that's Chris Hogan, three six zero [inaudible] dot com

- Speaker 4: [20:51](#) and when I'm going to recommend you do as a listener to this show is what I do when I find a book I'm serious about and that is I get the physical book. Then I get the kindle version and I get the audio book because I can listen to the audio while I'm exercising. I can take notes on my kindle and there's nothing like having a physical book to just write things in and highlight and I believe, I truly believe this for the books that are important to me. I believe you, if you immerse yourself in the material like this, you will internalize it and it can become part of you instead of just something that you read and you say, well, that was a good idea. This is all you want.
- Speaker 3: [21:21](#) Grasp onto. I agree. I like that same, I'm with that same philosophy. Right.
- Speaker 4: [21:26](#) Well Chris, I know you're a super busy guy and I am so honored and appreciative that you'd come and be on the show. We're going to put a link to all the, the your site into your book where people can grab your book. Is there any, like if you could only get one message across to people, you had one chance to say something that you felt like this has some impact, listened to me on this, what would you say to people?
- Speaker 3: [21:45](#) Well, I would just tell them that, listen, we all have different things pop up in our lives. We all have some tough challenges and things that come come at us that from out of nowhere or it can really, you know, feel like it's holding you back. I want people to know that where you are right now doesn't have to be where you wind up. Where you are right now is the start point for an opportunity for you to be able to grow forward. It's going to be based on the people you hang around with. The information that you read and the things that you believe until you're so, so tell yourself some positive things till your soap, some encouraging things, and then go out and try it.
- Speaker 4: [22:17](#) Come on, people. Wake up.
- Speaker 1: [22:19](#) That's some good stuff. Don't get Chris's book. I know you will benefit from it. And until next time, my friends, I pray that you are in good health and live a long and healthy life and that you prosper like crazy. See it.
- Speaker 2: [22:35](#) Thank you for listening to the Ray Edwards show. Find the complete archives of all episodes@brittanyedwardspodcast.com or subscribe for a free through apple podcasts. Never miss an episode. This program, copyright Ray Edwards international incorporated all rights reserved. Each week we bring you a message of prosperity with purpose and freedom

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